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ABSTRACT

A Clarkson College Alumni Telephone Survey done in November 1995 sought feedback for outcomes assessment decisions, information to support foundation funding, information on placement and employment, and to verify alumni addresses. The survey was conducted with alumni from the 1994 and 1995 classes, two groups that would best represent outcomes of programmatic changes instituted between 1991 and 1993. Respondents (7 male and 55 female) included primarily nursing graduates with one medical imaging graduate. The questions covered respondent characteristics, employment status, job search activity, salary status, length of time to first job, assistance from Clarkson during job search, and perceived effect of geographic area on success of search. The report also lists 10 recommendations based on the results of the survey such as the need for aggressive placement services by the college. Appendixes contain the survey instrument and comments. (JB)

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ED 389 257

Report of the 1995 Clarkson College Alumni Telephone Survey

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Table of Contents

Introduction	1
The Instrument	1
Procedure	1
Characteristics of Sample	1
NCLEX Data	2
Question #1	3
Question #3	3
Question #5	3
Question #7	4
Question #9	4
Question #11	5
Question #12	5
Question #13	6
Question #14	6
Question #15	7
Question #16	7
Question #17	8
Question #18	8
Respondent Comments	9
Recommendations	9

Chart of Tables

Table 1: Characteristics of the Sample 2

Table 2: Characteristics of "No Response" 2

Table 3: Elapsed Time Between Graduation and NCLEX Completion 2

Table 4: Present Employment Status 3

Table 5: Employment Status Since Graduation 3

Table 6: Job Search Activity Since Graduation 4

Table 7: Status of Employment 4

Table 8: Present Salary Status 5

Table 9: First Salary Range After graduation 5

Table 10: Length of Time to First Job 6

Table 11: Characteristics Having Direct Effect on Being Employed 6

Table 12: Choice of Employment for First Job 7

Table 13: Clarkson College Employment Assiatnce While Conducting First Job Search 7

Table 14: Characteristics of First Job Search 8

Table 15: Hindsight About the First Job Search 8

Table 16: Perceived Effect of Geographic Area on Success of Search 9

Appendices

Appendix A The 1995 Clarkson College Alumni Telephone Survey
Appendix B Comments

Introduction

The following is a report of the 1995 Clarkson College Alumni Telephone Survey. The data represents the responses to the survey as of November 13, 1995. An extensive analysis is not provided by this report. The data is simply provided for review and contemplation by the various councils and committees of the College. Some questions have not been included since the responses to the questions do not lend themselves to the format of this preliminary report (for example change in addresses of respondents).

The objectives of the telephone survey were:

1. To provide the Clarkson College Assessment Committee and the College community the feedback necessary for outcome assessment decisions
2. To provide the office of the President and the development office information necessary for development of a college case statement to be used in seeking foundation funding of the College
3. To gather placement and employment information to be used in the improvement of College placement services
4. To increase the response rate to the items being assessed by the Clarkson College Assessment Committee
5. To verify changes in adresses of alumni

The Instrument

The 1995 Clarkson College Alumni Telephone Survey was created by requesting a listing of the information needed by the Development Office, the Office of the President, the Office of the Vice President for Academic Affairs and the Placement Office. Once the information needed was determined a written survey was created. The written survey was then submitted to a Clarkson College staff member who had expertise in the development of telephone survey scripts who developed a linear telephone script for the researchers to follow.

Procedure

In order to standardize the administration of the 1995 Clarkson College Alumni Survey a script was developed which each researcher (telephone interviewer) was required to follow (Appendix A). Once the introductory script was read to the potential respondent the researcher would read through each item on the survey until the instrument was completed. A one week time frame was established for contacting the sample of potential respondents. When the one week time frame had elapsed surveys were collected, analyzed and a report including recommendations created to be distributed for use by the College community in their decision making.

Characteristics of the Sample

The sample chosen from the Clarkson College Alumni for the 1995 Clarkson College Alumni Survey were the classes of 1994 and 1995 (Table 1). Because of programmatic changes implemented in 1991-93 the Alumni classes of 1994 and 1995 were believed to best represent the outcomes of these changes and therefore selected as the sample for this study. Respondents to the study included primarily nursing graduates with one medical imaging graduate.

Table 1: Characteristics of the Sample

Academic Year of Graduation	Responses Male	Female	No Response[1]	Total	Total Percentage
1994	3	21	-	24	22.02%
1995	4	34	-	38	34.86%
No Response[1]	-	-	47	47	43.12%
Total	7	55	47	109	100.00%

[1] "No Response" includes alumni for which the College does not have a correct phone number or who have moved and have not informed the College of their new phone number.

Table 2: Characteristics of "No Response"[1]

Category	# in Category	% in Category
No Response[1]	35	32.11%
Call Backs[2]	4	3.67%
Chose Not to Respond[3]	8	7.34%

[1] "No Response" includes alumni for which the College does not have a correct phone number or who have moved and have not informed the College of their new phone number.

[2] "Call Backs" refers to alumni who were contacted but were unable to respond at the time of the telephone call. Either they directed the College to call them back or stated they would call the College back at a more convenient time.

[3] "Chose Not to Respond" were those alumni who were contacted by telephone but who chose not to participate in the survey.

NCLEX Data

How soon after graduation did you attempt the NCLEX?

Table 3: Elapsed Time between Graduation and NCLEX Completion

Elapsed Time of Completion	# of Responses	% of Responses
One month	18	33.33%
Three months	34	62.97
Six months	2	3.70
One year	0	
Never	0	
Total	54	100.0%

Question #1

Are you presently employed?

The purpose of question #4 was to determine what percentage of the 1994 and 1995 alumni were employed at the time of conducting the telephone survey. Table 4 summarizes the responses. The data indicates that graduates are finding employment with 93% of the respondents indicating they are employed.

Table 4: Present Employment Status

Response	# of Responses	% of Responses
Yes	53	93%
No	4	7%
Total	57	100%

Question #3

Have you been employed since your graduation from Clarkson?

Question #4 was designed to determine if students have been employed since graduation. Table 5 indicates that a large majority (85%) of the respondents have been employed since graduation.

Table 5: Employment Status Since Graduation

Response	# of Responses	% of Responses
Yes	17	85%
No	3	15%
Total	20	100%

Question #5

Have you conducted a job search since graduation?

Question #5 was designed to determine if respondents had conducted a job search since graduation. The information is to be used to determine what placement services might need to be provided alumni after graduation. Table 7 provides a summary of the data collected. The data suggests that providing placement services to alumni would be very beneficial to the alumni as 63.2% of the respondents had conducted a job search since graduation. Comments also suggested that alumni would like to know about recent graduates who are seeking positions. One respondent suggested an electronic network or job search newsletter be established providing a networking source for alumni and students about to graduate.

Table 6: Job Search Activity Since Graduation

Response	# of Responses	% of Responses
Yes	12	63.2%
No	7	36.8%
Total	19	100

Question #7

Are you employed full-time or part-time?

Question #7 was designed to determine whether respondents were employed part-time or full-time. Data provided by Table 8 indicates a large majority of the respondents at the time of this study were employed *full-time*. Comments on the survey would also suggest that respondents were employed in their area of study.

Table 7: Status of Employment

Response	# of Responses	% of Responses
Full-time	42	84%
Part-time	8	16%
Total	50	100%

Question #9

Which of the following ranges reflects your present salary?

Question #9 was designed to determine the *present* salary range for the respondents. The data collected was to be used with data from question #11, to provide faculty advisors and students an indication of what an alumnus of Clarkson College is likely to make in salary following graduation. The information is also to be used as a "baseline marker" for future surveys to determine if a relationship exist between activities of the college placement office and the salaries of future alumni.

Table 9 provides a summary of data collected. The salary range category containing the most respondents (63.5%) is the $25,000 to $35,000 range. 88.6% of the respondents fell within a salary range of $15,000 to $35,000. Since this survey was designed to provide *baseline data* for determining the correlation, if any, between placement office activities and salary range, correlation cannot not be determined at this time.

Table 8: Present Salary Status

Response	# of Responses	% of Responses
Less than $15,000	3	5.7%
$15,000 to $25,000	13	25.1%
$25,000 to $35,000	33	63.5%
$35,000 to $45,000	3	5.7%
$45,000 to $55,000	0	
$55,000 to $65,000	0	
Greater than $65,000	0	
Total	52	100%

Question #11

Which of the following ranges reflect your first salary after graduating from Clarkson College?

Question # 11 was designed to be used with question #10 to determine the salary range of respondents immediately after graduation. Approximately one half of the number of respondents for question 10 responded to question 11. Many of those who did not respond to question #11 stated the question was not applicable since their salary had not changed since graduation. Upon examining the data it was found that the 26 respondents to question 11 indicated their salary *range* had not changed since immediately following graduation.

Table 9: First Salary Range After Graduation

Response	# of Responses	% of Responses
Less than $15,000	3	11.5%
$15,000 to $25,000	10	38.5%
$25,000 to $35,000	11	42.3%
$35,000 to $45,000	2	7.7%
$45,000 to $55,000	0	
$55,000 to $65,000	0	
Greater than $65,000	0	
Total	26	100.0%

Question #12

Which of the following statements best describes the length of time it took you to find acceptable employment for your FIRST job?

Question #12 was designed to determine the length of time required by Clarkson College graduates to locate their first job following graduation. Table 11 summarizes responses. As can be seen the category with the largest number of respondents is the "Had a job prior to graduation".

Table 10: Length of Time to First Job

Response	# of Responses	% of Responses
Had job prior to graduation	16	34.0%
Less than a month after graduation	15	31.9%
At least three months after graduation	6	12.8%
At least six months after graduation	10	21.3%
At least a year after graduation	0	
Other	0	
Total	47	100.0

This would suggest respondents had been seeking employment prior to graduation or were continuing employment which existed during their attendance at Clarkson College. Several of the respondents indicated they were RN's and had been employed while attending Clarkson College.

Question #13

Which of the following do you believe had a direct effect on you being employed for your FIRST job?

Table 11: Characteristics Having Direct Effect on Being Employed

Response	# of Responses	% of Responses
Had job prior to graduation	18	36%
Did clinical, internship or practicum at the company as a student	7	14%
Assistance I received from the College placement office counselor	0	
Assistance I received from Clarkson College faculty/staff member	1	2%
Reputation of Clarkson College	4	8%
Friend or family member	8	16%
Other	12	24%
Total	47	100

Question #14

Which of the following choices of employment did you have for your FIRST job?

Question #14 was designed to provide information concerning how many offers for employment each respondent received while conducting their first job search. This information will be used at a later date to determine the effectiveness of the placement services in assisting students/alumni in increasing the number of job offers from which the student/alumni can choose. Table 13 indicates over 97% of the respondents had two or fewer job offers from which to choose.

Table 12: Choices of Employment for First Job

Response	# of Responses	% of Responses
I had only one job offer from which to choose	24	50.0%
I had two job offers from which to choose	23	47.9%
I had an offer for a job out of my field of study only	1	2.1%
Other	0	
Total	48	100.0%

Question #15

Which statement best describes the employment assistance you received from Clarkson College while conducting your FIRST job search after graduation?

Question #14 was designed to provide information concerning who and what assistance was provided alumni of Clarkson College. Plans are to use the information in the creation of placement services. A review of Table 14 indicates that most alumni (85.1%) did not receive assistance from Clarkson College.

Table 13: Clarkson College Employment Assistance While Conducting First Job Search

Response	# of Responses	% of Responses
Major assistance	2	3.7%
Some assistance	1	1.9%
Minimal assistance	5	9.3%
No assistance	46	85.1%
Other	0	
Total	54	100.0%

Question #16

Which of the following statements represents your FIRST employment search after graduation?

I restricted my search to: (CHECK ALL THAT APPLY)

Question #16 was designed to determine what limitations students placed on themselves while conducting a job search. Table 15 indicates the Omaha area as the area in which the most alumni limited their search for employment (34%). Table 15 data also suggest that the hospital setting was the most frequently selected limiting factor in a search when setting is considered. Though one would expect salary to be very important in search considerations. Table 15 would

suggest that salary is not a limiting factor when conducting a job search since only 5.3% of the respondents indicated they restricted their search based upon salary.

Table 14: Characteristics of First Job Search

Response	# of Responses	% of Responses
Omaha area only	26	34.2%
Nebraska only	3	3.9%
Midwest only	7	9.2%
A rural setting	3	3.9%
A city setting	4	5.3%
A hospital setting only	15	19.7%
A community setting only	0	0.0%
A specific salary range	4	5.3%
No restrictions	12	15.8%
Other	2	2.6%
Total	76	100.0%

Question #17

Which of the following statements expresses hindsight about your FIRST job search?

My salary expectations were:

Question #17 was designed to determine what relationship existed between respondents expectations prior to conducting a job search to the actual outcomes of their job search. This information will be used to provide education in the Clarkson College senior core course concerning expectations to graduating students so that their expectations better match the results of their job search outcomes. Table 16 provides data which suggest a great majority of the respondent's expectations were on target.

Table 15: Hindsight About the First Job Search

Response	# of Responses	% of Responses
Too high	8	16.7%
Too low	2	4.1%
On Target	38	79.2%
Total	48	100.0%

Question #18

I focused my search for a position in:

Question 18 was designed to provide information concerning respondents' perception of the effect of geographic area in which respondents sought employment upon their finding a job.

Table 17 suggests a majority of the respondents (84.1%) were satisfied with the geographic area they targeted for their job search and felt the geographic area selected was effective.

Table 16: Perceived Effect of Geographic Area on Success of Search

Response	# of Responses	% of Responses
Too limited a geographic area	4	9.1%
Too broad a geographic area	3	6.8%
An effective geographic area	37	84.1%
Total	44	100.0%

Respondent Comments

Appendix A contains comments respondents made to researchers. The comments are copied as the researchers wrote them down from the telephone interviews. Where XXX appears in a comment a name has been omitted.

Recommendations

The following recommendations are suggested based upon the results of this survey. Numbers following each recommendation refer to the question number from which the recommendation was generated.

1. Aggressive placement services should be established to provide services both to students while attending Clarkson College and to Clarkson alumni after graduation. The services should include: credential service, job search strategy workshops, resume writing, vacancy listings and networking support.

2. A networking newsletter or electronic networking bulletin board service should be established and publicized throughout the College constituency. The purpose of the newsletter should be to provide a source for identifying vacancies and contacts for alumni or students during job searches. (5)

3. Strategies for increasing the initial average salary of graduates through job search techniques should be developed.

4. Placement services should provide job search services for students while attending Clarkson College. A large number of respondents indicated they had a job prior to graduation. (13)

5. A system for meeting with each senior to assist them in planning their job search during the semester prior to graduation be established. the purpose of the system would be to increase the success rate of students finding employment at the level, in the location and setting they choose. (11,12,13, 15, 16)

6. An educational program should be implemented to teach faculty and staff how to assist students in locating positions. The focus should be how to use clinical, internship and volunteer service to increase the chance of employment in the job search process.

7. A functional relationship should be established between the offices of development and placement services. The purpose of the relationship would be to maximize the applications of human resources to the assistance of alumni and students in seeking employment in order to build an appreciative relationship between the College, students and alumni.

8. The 1996 Clarkson College Alumni Telephone Survey should be redesigned to address the following:

A. The salary ranges used in the survey should be narrowed in order to gain a more precise idea of graduate salaries and any changes placement activities may have caused (questions 9 and 11).

B. Question 3 should be changed to read "Have you been employed in your area of study since your graduation from Clarkson."

C. Question 7 should be changed to read "Are you employed full time or part time in your area of study? 7-B Out of your area of study?

9. A pool of potential additional questions should be sought College-wide prior to the creation of the 1996 telephone survey. A committee chaired by the Director of Development and representing the divisions of the College should be established and given the responsibility of presenting a recommended list of questions to the College Assessment Committee for inclusion in the 1996 survey.

10. The results of the 1995 Clarkson College Alumni Telephone Survey should be distributed campus-wide for use by the various offices in the assessment of the services and functions they provide. The offices which make adjustments based upon the survey results should be asked to document the change in their minutes forward copies to the Assessment Committee.

Appendix A

Name_____

Phone number_____

Attempt	Date	Time	Comments
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____

----------Surveyor use only----------

"May I please speak with _____?"
(graduate's name)

NOTE: If graduate is not available find out when would be a convenient time to call back. If living elsewhere get new phone number. Indicate in comment section.

Once graduate is on the phone begin:

"Hello, my name is _____. I am calling on behalf of Clarkson College. Clarkson College is in the process of expanding its placement services for graduates. The College is conducting a survey of graduates to determine what additional services are needed. Would you mind if I asked you a few questions, the survey will take about four minutes to complete."

_____YES _____NO

If NO, thank the graduate and hang-up.

If YES, continue.

"I would like to begin by verifying the following information:"

_____ _____
Year/Term of Graduation Major Program

***If any information is incorrect please note correction.*

****ONLY****If student's major is NURSING ask the following question: Otherwise go to question #1*

"How soon after graduation did you attempt the NCLEX?"

( ) one month
( ) three months
( ) six months
( ) one year
( ) have never taken

1. "Are you presently employed?" _____YES _____NO

*If **NO**, go to question #2*

*If **YES**, go to question #6*

2. "For what reason are you presently not working?"

_____

_____

_____

_____

3. "Have you been employed since your graduation from Clarkson?" ___YES ___NO

*If **NO**, go to question #5*

Otherwise continue

4. "How many positions have you held since your graduation from Clarkson?____

Go to question #11

5. "Have you conducted a job search since graduation?" ___YES ___NO

*If **NO**, thank caller for their time and hang-up.*

*If **YES**, go to question #15*

6. "What is the name and address of your present employer?"

Employer:_____

_____

Address City State Zip

7. "Are you employed full-time or part-time?" _____FT _____PT

8. "How long have you been at your present position?" _____

9. "Which of the following ranges reflects your present salary?"

( ) less than $15,000
( ) $15,000 to $25,000
( ) $25,000 to $35,000
( ) $35,000 to $45,000
( ) $45,000 to $55,000
( ) $55,000 to $65,000
( ) greater than $65,000

10. "How many other positions have you held since your graduation from Clarkson? _____

If the number is 0, go to question #12
Otherwise continue.

11. "Which of the following ranges reflect your first salary after graduating from Clarkson College?"

( ) less than $15,000
( ) $15,000 to $25,000
( ) $25,000 to $35,000
( ) $35,000 to $45,000
( ) $45,000 to $55,000
( ) $55,000 to $65,000
( ) greater than $65,000

12. "Which of the following statements best describes the length of time it took you to find acceptable employment for your **FIRST** job?"

( ) Had job prior to graduation
( ) Less than a month after graduation
( ) Atleast three months after graduation
( ) Atleast six months after graduation
( ) Atleast a year after graduation

( ) Other: Describe:_____

13. "Which of the following do you believe had a direct effect on you being employed for your **FIRST** job?"

( ) Had job prior to graduation
( ) Did a clinical, internship or practicuum at the company as a student.
( ) Assistance I received from the College placement office counselor
( ) Assistance I received from Clarkson College faculty/ staff member
( ) Reputation of Clarkson college
( ) Friend or family member

( ) Other: Describe_____

14. "Which of the following choices of employment did you have for your **FIRST** job?"

( ) I had only one job offer from which to choose
( ) I had two or more offers from which to choose
( ) I had an offer for a job out of my field of study only

( ) Other: Describe_____

15. "Which statement best describes the employment assistance you received from Clarkson College while conducting your **FIRST** job search after graduation?"

Clarkson College provided:

( ) major assistance
( ) some assistance
( ) minimal assistance
( ) no assistance

( ) Other: Describe_____

16. "Which of the following statements represents your **FIRST** employment search after graduation?"

I restricted my search to: **(CHECK ALL THAT APPLY)**

( ) Omaha area only
( ) Nebraska only
( ) Midwest Only
( ) a rural setting
( ) a city setting

( ) a hospital setting only
( ) a community setting only
( ) a specific salary range

( ) No restrictions

( ) Other: Describe_____

17. "Which of the following statements expresses hindsight about your **FIRST** job search?"

My salary expectations were:

( ) too high
( ) too low
( ) on target

I focused my search for a position in:

( ) too limited a geographic area
( ) too broad a geographic area
( ) An effective geographic area

Appendix B Comments

The following comments were recorded by the researchers as they discussed the survey with respondents. The comments are copied as recorded by the researchers. Each response is prefaced by the sample survey number for indexing purposes. Names mentioned in the comments have been replaced with "XXX".

Survey ID #	Comments
1.	XXX gave resume packet.
2.	Diploma wrong three times. It really made her upset. Finally Dr. XXX got it straightened out for her. Never met Dr. XXX in the four years at Clarkson. Q 13-Help from military placement services. I tried to get information about jobs in Florida and couldn't get any help from XXX.
3.	Q13-Previously worked at Clarkson.
4.	A career fair-bringing in companies. Help students answer interview questions.
5.	Q13- Newspaper ad. Help with jobs outside the Omaha area would be nice. The job resume class was helpful.
6.	Would like help. She called school for help but didn't receive it.. They were told the school would put together a review for NCLEX soon and let them know when. Took Caplin twice and failed. Called for help but didn't receive it. Dr. XXX and Mr. XXX offered to help but didn't.
7.	Started Caplin and quit. Q15-Clinical made the difference.
8.	Took in July because College didn't send transcripts in time for earlier.
9.	Took Caplin. Q15- By XXX. Helped a lot with resume and other. Really appreciated his going out of the way to assist him. Would like an alumni card so can use library.
10.	Q13-Answered ad. Q15-When asked for help, only received help with resume. Was told it was up to self to find job. Would like some placement services. Expected the College to know who had jobs available.
11.	Newsletter-Send distance info for masters program. Wants to start and has TA.
12.	Took Caplin. Q13-World Herald Newspaper ad. Would like: Networking list and placement services.
13.	Q1- Failed, retook in October prior to 2 times taking NCLEX. Does have job or has started to look. Was just notified she passed the boards. Going to apply to Methodist. Networking list would be great. Job listings available would be nice to have.
14.	Thought she would be called and asked how she is doing sooner. Would like to be able to use placement services. She was told to call XXX to check on what ever she needed to see what could be done for her.
16.	Didn't pass the NCLEX. Will retake after campaign (Caplin?).
17.	Q13- The fact that she had a BSN.
18.	Didn't pass NCLEX the first time.
20.	Suggestion: Lost on job search- need actual help in application and search.
21.	NCLEX have not passed. I have taken the test 2 times and not yet passed. Would like review class offered by Clarkson for boards.
22.	Q8- Loves her work in the nursing home and is taking classes for nursing home

administration.

25. Q13- Had a job as an aide prior to present position.
26. Haven't passed the boards. Is very unhappy with Clarkson. Doesn't feel Clarkson is a caring school or helps prepare students for the boards. Said he would have been better off going to Metro or Iowa Western there students pass the boards.
29. Restricted to stay in the area because of military obligation. Once retired will look worldwide.
30. Only assistance in job search was how to write a resume.
32. Q16- Clarkson needs to have more information on jobs outside of Omaha area to help grads.
33. Q13- Worked as tech prior to graduation.
34. Q17- Retired military.
42. Q13- Nurse hiring was a Clarkson grad and liked my employment history prior to school.
43. Flexible hours- no shift is bad.
45. Job listing in graduate paper. Networking list-where graduates are working would be nice to have assistance in job search known while in school-more than a resume. Needs to put into curriculum. Supply letters recommendation for graduates.
46. Job hotline and how to access.
47. Q15- Because of clinical. Information on graduate programs nation wide in a graduate newsletter.
48. Q15- XXX
49. Q14- Only applied once.
    Q15- Did not ask. Resume help not helpful. Give you info but don't assist to write.
50. Q8- July as RN December 94- originally started at Methodist. Did internship at Mayo Clinic.
    Q12- Hired in March dependent upon passing boards.
    Q15- Used only application and interview help.
    Q16- Western United States. Suggestion: Wand ads for RNs in Omaha and other states be listed on bulletin board or in paper.
51. Networking emphasize more. Like a newsletter for masters grads.
52. Took Caplin- did not pass boards. Taking Caplin again and will retake test. Is buying EXAM-CO Disc to practice test. Lot of Clarkson students retaking boards and Caplin. NCLEX and study guides are better than Caplin. Alumni networking list.
53. Took Caplin-failed NCLEX. She got married and had a baby before taking the boards after taking Caplin. Suggestion: Offer review for boards at College.
54. Graduate school information in a newsletter.
55. Q13- Applied from paper (OWH). Agency-Encore_red Cross. CAse manager works staffing relief at hospital group homes. Suggestion: Networking list of grads.
86. Talked to Dr. XXX about concerns or ideas to change things in the master program. Had no suggestions.